Social Media and Youth's Sugar-Craving Desire

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Abstract: Along with the shifting interests and motives of social media users, the amount of vlog material related to food and drink continues to increase. This is because one way to learn more about a product before purchasing it is to watch the relevant vlog. Instagram account @sigerfoodies also created content that reviews products including sugary drinks. Followers of @sigerfoodies can be affected by the content they create, depending on how open they are to the material. The rate of change in one's attitude will increase with exposure. Meanwhile, sugar consumption in Indonesia tends to be high, with teenagers becoming one of the largest consumers on the global scale. High-calorie intake obtained from sweetened beverages can increase the risk of non- communicable diseases such as obesity, heart disease, and diabetes mellitus type II. This study is to find out how much exposure @sigerfoodies have to the desire to consume sugary drinks. This study used planned behavior theory to consider respondents whether or not after watching the @sigerfoodies show would like to consume sugary drinks. The approach used is a quantitative approach with a survey research method with a sample of 100 respondents who are followers of @sigerfoodies. Based on the hypothesis test results through the known t-test count = 6,540 with a significance level of 10% and t-table = 5,154, as the t count greater than t-table feeding H0 was rejected and H1 was accepted. So it can be concluded that the @sigerfoodies (X) show has an effect on the desire to consume sugary drinks (Y) and has an influence of 30.7% and 69%.3% is influenced by other factors, with a relationship of 55.1% in the medium category. This study suggested that further studies could be conducted with a wider scope of research

1   INTRODUCTION

Currently throughout the world, based on the 2021 International Diabetes Federation (IDF) report, I.537 million adults (aged 20-79 years) or 1 in 10 people live with diabetes. Diabetes causes 6.7 million deaths or 1 every 5 seconds. Because of this, Indonesia is the country with the fifth largest number of diabetes sufferers in the world with 19.5 million citizens aged 20-79 years suffering from diabetes (source: https://databoks.katadata.co.id/data publish/2021/11/   22/the-fifth-largest-number-of-Indonesian-diabetes sufferers-in-the-world). Another source of energy needed by the human body is sugar. However, you need to pay attention to the amount that must be consumed per day. The Ministry of Health (Kemenkes) recommends that each person consume 200 kilo calories of sugar (or 10% of daily energy intake). In practice, there are still consumers who exceed the recommended daily limit, based on data obtained from the 2018 Basic Health Research (Riskesdas), published by the Ministry of Health (Kemenkes), showing that 61.3% of respondents consume sweet drinks more than once. in a day. 30.2% of respondents consumed sweet drinks 1-6 times per week, while only 8.5% did so less than three times per month. (source: https://databoks.katadata.co.id/datapublish/2022/09/28/mayoritas-warga-ri-sering-konsumsi makanan-dan-minuman- manis).

The Central Statistics Agency (BPS) also reported that from 2011 to 2021, the average consumption of granulated sugar by Indonesian people tended to be

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stable. March 2016 saw the largest average daily sugar consumption, namely 74.46 kcal. March 2014 showed the lowest daily average consumption at 63.92 kcal. Meanwhile, the average daily sugar consumption of Indonesian people in September 2021 was 65.7 kcal. This number increased by 1.33% compared to March 2021 (source: https://dataindonesia.id/ragam/detail/pendunia-ri konsumsi-gula-657-kkal-per-hari- pada-september-2022). Judging from the high rate of consumption of sweetened drinks, it can be said that Indonesian people really like sweetened drinks (Sugar-Sweetened Beverages) apart from the need for sugar intake. Sweet Drinks are packaged drinks that add sweetener as one of the ingredients. SSBs include soft drinks, sports drinks, fruit-flavored drinks, energy drinks, tea and coffee drinks, sweetened milk, manufactured fruit juice drinks, and electrolyte replacement drinks (Woodward-Lopez et al., 2011). Sucrose, white sugar, brown sugar, honey, and high fructose corn syrup (HCFS) are examples of added sugars that can be found in sweet drinks. Based on this definition, it can be concluded that Sugar-Sweetened Beverages are drinks that have high levels of sugar and calories with low nutritional content in each drink.

Recently, teenagers have become the biggest consumers of sweet drinks, based on the results of the 2018 Basic Health Research (Riskesdas), there are 56.4% of Indonesian teenagers aged 15 to 19 years, regularly consume sweet drinks ≥1 time per day. In a study in Jakarta, 62.6% of students had a higher level of sweet drink intake than the national prevalence of sweet drink consumption. Then Fatmawati (2019), in her research at South Tangerang City Middle School, showed that high intake of simple sugars contributed 5.7 times to obesity. Based on this, it can be said that the teenage age group is the largest consumer of Sugar-Sweetened Beverages (SSBs), as seen from the high ratio of daily sugar consumption levels that exceed the recommended limit. There are at least several reasons why teenagers are one of the age groups with high levels of sugar consumption or Sugar- Sweetened Beverages (SSBs) because consuming sweetened drinks can reduce excessive levels of stress.

From research conducted by Radiatus et al (2017), it is known that the consumption of sweet drinks can reduce stress levels in teenagers. There is a significant relationship between stress levels and consumption of sweet drinks in obese teenagers in Yogyakarta City. The consumption of Sugar-Sweetened Beverages (SSBs) is also influenced by various other factors, namely exposure to social media because the use of

social media by teenagers continues to increase over time (Potvin Kent et al., 2019). According to Napoleon Cat's report, the majority of Instagram users in Indonesia are from the 18-24 year age group, namely 33.90 million. With 19.9% of users being female, and 17.5% of users being male. The 25 to 34 age group is in second place. And, female users are 16.9% and male users are 15.4%. Then, the age group 13 to 17 years old is the next largest number of users, with 7% of female users and 5.2% of male users.

Another factor that causes the high consumption rate of sweetened drinks (Sugar- Sweetened Beverages) is the busy food vlog trend on social media. In recent years, food review content has become quite popular, especially among teenagers who frequently use social media. Watching food vlog shows can foster a sense of emotional bond with other people (Miranda, 2019). Satisfaction and entertainment, as a form of escape for people who are on a diet or cannot enjoy various types of food, the habit of watching food vlogs on Instagram is not impossible to cause and influence consumption patterns, because frequently watching vlogs can change the attitudes of those who watch (Eribka et al., 2017). Based on the theory of planned behavior by Ajzen (2005), the best predictor of individual behavior is due to intentions or intentions which are determined by three factors, namely:

1) attitude/behavior, individuals will show changes in their behavior if someone evaluates them positively; 2) subjective norms, individuals will show behavior if they consider other people important; and 3) behavior control, individuals will not show behavior if they do not get approval from the people around them.

One of the Instagram accounts that also carries out culinary promotions is the Instagram account @sigerfoodies. The creators and owners of the account are two women who have a hobby of photographing food, then the idea came up to create an Instagram account on October 14, 2014. Now they have uploaded more than 8,000 posts and have 18.5 thousand followers. Instagram @sigerfoodies has also taken advantage of the reels feature on Instagram, where account owners can make short videos that contain a lot of information related to the culinary delights they are exploring. The number of viewers from video uploads posted by this account reached 100+ K views. From the comments column of the uploaded video, quite a few viewers are interested in trying what has been reviewed, some have even tried the food and then also provided reviews.

Therefore, based on the explanation above, this research was designed to measure how much influence the @sigerfoodies show has on the desire to consume sweet drinks.

2 METHODS

The method used in this research is quantitative descriptive. Quantitative research is research that uses data in digital form as a tool to analyze known information and uses statistics for the analysis. The population used was followers of the Instagram account @sigerfoodies with a sample of 100 people, the method used was a survey technique and used a questionnaire as a research instrument, data generated from respondents was calculated using SPSS 23 Windows version. The scale used in the questionnaire is a scale of 1-4. In analyzing the data, researchers used a simple linear regression analysis method, which will determine the extent of influence obtained by these variables.

3 RESULTS

Validity and Reliability Test

Researchers have carried out validity and reliability tests by distributing research questionnaires online to followers of the Instagram account @kuliner_lampung as many as 30 respondents. Based on calculations carried out by researchers using IBM SPSS 23 for Windows software to obtain a validity test, it was found that all the statements in the questionnaire, namely 40 items, were valid and reliable. Because from the reliability test results above, the Alpha value for variable X is 0.729 and Y is 0.872. So in conclusion, the questionnaire used in this study was declared reliable because the alpha value was > 0.60. This shows that the measuring instrument used in this study has a consistent ability to measure the same symptoms.

Normality test

The results of the normality test, it is known that the Kolmogorov-Smirnov value is 0.062 and the significance value (Asymp Sig. 2-tailed) from the data normality test is 0.200 or 20%. This means that

the residual data is normally distributed because the significance is above 0.05 or 5 %. So it can be concluded that the variables X and y are normally distributed. If the normality test results have been met according to the provisions, the next test can be carried out, namely the linearity test.

Lineflow Test

Based on the results of the linearity test, it is known that the significance value (p) of the Deviation From Linearity sig is 0.436 because 0.436 > 0.05. Based on this statement, it can be concluded that the data for variables X and y are linear.

Correlation Test

Table 1. Correlation Test Results

Correlations

		X	Y
X	Pearson Correlation	1	.551^{**}
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.551^{**}	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 23 Statistical Output, processed by researchers March 2023)

Based on the results of the output correlations above, it is found that the sig value (0.000) < 0.05. This means that variable X and variable Y are related, with a significance level of 5%. In the Pearson correlation, the correlation value (r) = 0.551 is obtained, so the correlation between variable X and variable Y is moderate or quite strong.

Coefficient of Determination (R Square)

Table 2. Coefficient of Determination Test Results (R Square)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.551[a]	.304	.297	7.198

a. Predictors: (Constant), X
b. Dependent Variable: Y

(Source: SPSS 23 Statistical Output, processed by researchers March 2023)

The table above shows that the R Square value or coefficient of determination is 0.304, which can be interpreted as a value equal to 30.4%. This means that the influence of variable X on Y is 30.4%, and the remainder is influenced by other

factors not included in this research.

Hypothesis testing

Table 3. Hypothesis Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	34.750	4.769		7.287	.000
	X	.688	.105	.551	6.540	.000

a. Dependent Variable: Y

(Source: SPSS 23 Statistical Output, processed by researchers March 2023)

The results of the t-test (partial) show that the significance value of the relationship between variable So H0 is rejected and H1 is accepted. This means that there is a significant influence of variable X on Y.

4 DISCUSSION

1) Attitude Analysis

Table 4 Attitude Analysis

Attri-bute	STS (2)	S (1)	TS (-1)	STS (-2)	Weighted Average	Rating
1	27	69	4	0	1,19	Positif
2	16	71	13	0	0,9	Positif
3	13	72	15	0	0,83	Positif

4	7	62	31	0	0,45	Positif
5	14	76	9	1	0,93	Positif
6	11	70	19	0	0,73	Positif
7	8	50	41	1	0,73	Positif
Jumlah					5,26	-
Rata-rata					0,75	Positif

(Source: Research questionnaire data processing, March 2023)

The average respondent's answer is calculated by dividing the total score by the number of sub-variables. The weighted average is calculated by multiplying the total respondents' answers for each alternative by the alternative answer choices. For example, the weighted average score of respondents' answers regarding attitudes is: Weighted average = $((27 \times 2)+(69 \times 1)+(4 \times -1)+(0 \times -1))/100= 1.19$.

To determine the strength of each sub-variable to be tested, the criteria for determining the interpretation/assessment of each sub-variable or attribute based on the Henerson Range are as follows:

$1.1 <$ Attitudes/Subjective Norms/Behavioral Control $< 2.0 =$ Very Positive;

$0.1 <$ Attitudes/Subjective Norms/Behavioral Control $< 1.0 =$ Positive;

$-0.1 <$ Attitudes/Subjective Norms/Behavioral Control $< 1.0 =$ Negative;

$-1.1 <$ Attitudes/Subjective Norms/Behavioral Control $< 2.0 =$ Very Negative.

Based on this table, it can be seen that on average respondents have a positive attitude towards the desire to consume sweet drinks.

2) Subjective Norms

Table 5. Subjective Norm Analysis

Attri-bute	STS (2)	S (1)	TS (-1)	STS (-2)	Weighted Average	Rating
1	7	62	30	1	0,44	Positif
2	8	62	30	0	0,48	Positif

3	10	79	11	0	0,88	Positif
4	9	70	20	1	0,66	Positif
5	8	73	19	0	0,7	Positif
6	5	75	20	0	0,65	Positif
7	5	66	26	3	0,44	Positif
8	7	48	42	3	0,14	Positif
9	7	48	41	4	0,13	Positif
10	6	80	14	0	0,78	Positif
Jumlah					5,3	-
Rata-rata					0,53	Positif

Source: Research questionnaire data processing, March 2023).

Based on the table above, it can be seen that the influence of food vlog shows on respondents' desire to consume sweet drinks is positive on average.

3) Behavior Control

Table 6. Analysis of Behavioral Control

Attri-bute	STS (2)	S (1)	TS (-1)	STS (-2)	Weighted Average	Rating
1	9	50	36	5	0,22	Positif
2	7	60	25	8	0,33	Positif
3	7	70	20	3	0,58	Positif
4	19	74	6	1	1,04	Positif
5	10	71	18	1	0,71	Positif
6	8	80	8	4	0,8	Positif
Jumlah					3,68	-
Rata-rata					0,61	Positif

(Source : Research questionnaire data processing, March 2023).

From table 20, it can be seen that the behavioral control value felt by teenage respondents regarding the desire to consume sweet drinks is positive on average.

Based on the tables above, it is known that the attitude value = 526 (this value is obtained before dividing by 100), the subjective norm value = 530, and the behavioral control value (368). Thus, W1, W2, and W3 can be calculated as follows:

Number of values = (Total value)/(2*number of attributes) Attitude value (NS) = 526/(2*7) = 37.5

Subjective Norm Value (NNS) = 530/(2*6) = 44.1 Behavioral Control Value (NP) = 368/(2*8) = 23

$$W = (NS/NNS/NP)/(NS+NNS+NP)$$
$$W1 = 37.5/(37.5+44.1+23) = 0.35$$
$$W2 = 44.1/(37.5+44.1+23) = 0.42$$
$$W3 = 23/(37.5+44.1+23) = 0.21$$

Based on the calculation results above, an equation is obtained regarding the desire to consume sweet drinks. as follows :

$$SSBs = NS + NNS + NP$$
$$SSBs = 0.35 + 0.42 + 0.21$$

From this equation, it is known that the desire to consume sweet drinks is more influenced by subjective norms (subjective normative) of 0.42 (42%) than attitudes of 0.35 (35%) and behavioral control of 0.21 (21%). This means that the desire to consume sweet drinks is dominated by food vlog shows which on average provide positive motivation.

5 CONCLUSIONS

Based on the results of the research that has been carried out, the following conclusions can be drawn:

1) There is an influence of food vlog shows on the desire to consume sweet drinks, this is based on the results of the hypothesis test (t-test) which shows that the significance value of the variable namely 1,984. So H0 is rejected and H1 is accepted. This means that there is a significant influence of food vlog shows (X) on the desire to consume sweet drinks (Y).

2) The degree of correlation or level of relationship between the food vlog broadcast variable and the desire to consume sweet drinks is in the medium or quite strong relationship category. This can be seen from the results of calculating the correlation value between the food vlog broadcast variables of 0.551 which is in the range 0.41 – 0.60 and means it is in the category of a relationship with a moderate or quite strong correlation. And the R Square value or coefficient of determination is 0.304 which can be interpreted as a value equal to 30.4%. This means that the influence of variable X on Y is 30.4%, and the remainder is influenced by other factors not included in this research.

3) Based on the results of the discussion carried out in the previous chapter, it can be concluded that the indicators from the theory of planned behavior, namely attitudes, subjective norms and behavioral control, on average show a positive influence on purchasing behavior. Then, based on the purchasing behavior equation: SSBs = 0.35 NS + 0.42 NNS + 0.21 KP, it is known that the desire to consume sweet drinks is more influenced by subjective norms (subjective normative) of 0.42 (42%) than attitudes of 0.35 (35%) and behavioral control of 0.21 (21%).

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